


City of Alexandria, Virginia

Memorandum

DATE: JANUARY 20, 2010
TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
FROM: JAMES K. HARTMANN, CITY MANAGER 
SUBJECT: CONSIDERATION OF RESTORATION OF FUNDING FOR THE EISENHOWER PARTNERSHIP FOR FISCAL YEAR (FY) 2010.

ISSUE: Whether to restore the \$13,000 in City funding to the Eisenhower Partnership that was reduced in the City's FY 2010 Proposed and subsequently Adopted FY 2010 Budget or reaffirm the prior decision to reduce funding by this amount.

RECOMMENDATION: That Council approve one of the following two options:

- (1) Reaffirm the prior decision to reduce the Eisenhower Partnership's FY 2010 City funding by \$13,000, or
- (2) Restore the \$13,000 in City funding for the Eisenhower Partnership in FY 2010, contingent upon the Eisenhower Partnership producing a plan to show that they will become self-sufficient by FY 2011. Council Contingent Reserves projected not to be needed for the Mirant Air Quality Monitoring Station would be the funding source.

BACKGROUND: For over a decade the City has been providing General Fund support to the Eisenhower Partnership. For FY 2009 that funding support was \$26,000 out of a Eisenhower Partnership budget of about \$150,000. The Eisenhower Partnership raises the balance of its operating funds from private member dues and other fee-based events, and considered the City financial support prior to FY 2009 as a \$15,000 dues payment and a \$9,000 grant. At the December legislative meeting, Vice-Mayor Donley raised this restoration of funding issue and asked staff to docket this issue and bring it back to Council.

The Eisenhower Partnership is the only business partnership in the City that receives City funds, and the only neighborhood geographic-based business organizational that has a paid executive director. The other neighborhood geographic-based partnerships -- the Del Ray Business Association, the West End Business Association, the Old Town Business and Professional Association, the Retailers Off King Street/Old Town Boutique District and the Queen Street Business Association -- finance their activities from dues paid by their members, have volunteer executive and administrative support, and do not receive City funding for their operations. Historically, the Eisenhower Partnership has received City General Fund support primarily for

the Partnership to help the City and the Alexandria Economic Development Partnership (AEDP) promote development of the Carlyle site and adjacent commercial areas. In the years after the Partnership was formed, the west end of Eisenhower Valley has become a larger focus for the Eisenhower Partnership. The Carlyle site is now almost fully developed, and much development remains to occur in the Hoffman and Lane owned areas of Eisenhower East. A major Hoffman residential and retail development adjacent to the Eisenhower Metrorail station will be coming forward for Council consideration in a few months and then will proceed with construction, as it has financing in place. Other development has been slowed by the lack of available financing and current national and regional development economics.

When the City Manager proposed his FY 2010 budget last February, it was proposed in the base budget that the City subsidy for the Eisenhower Partnership be phased out from \$25,000 in FY 2009, to \$12,500 in FY 2010 and \$0 in FY 2011. This was communicated in the FY 2010 proposed budget document, and was communicated to the Eisenhower Partnership several times.

In the FY 2010 budget process, Council also set aside \$237,000 in Contingent Reserve for future use by the AEDP, the Alexandria Convention and Visitors Association (ACVA) and by the Small Business Development Center (SBDC). In June Council approved allocation of all of these set aside Contingent Reserve funds to these three organizations (\$137,000 for AEDP, \$50,000 for ACVA, and \$50,000 for the SBDC). It appears that the Eisenhower Partnership was under the impression that it might be able to access those Contingent Reserve funds, and as a result they are asking for restoration of the \$13,000 to increase their City subsidy for FY 2010 back to \$26,000.

To restore the funding would be an extraordinary measure after the budget has been approved. However, if Council believes that it wants to restore the FY 2010 funding, then it is recommended that it do so with the proviso that as a condition of receiving the restored funds the Eisenhower Partnership prepare a funding plan that shows how it will become totally self-sufficient (i.e., no City funding) in FY 2011. This would accomplish what was originally recommended and approved in the FY 2010 budget. The Eisenhower Partnership then would be on the same footing as the other neighborhood geographic-based business partnerships in the City.

The Partnership is encouraged to work with the soon to be formed Carlyle Community Council to see if they would be able to fund a portion of the Eisenhower Partnership's budget, or to see if there was interest in the creation of a Business Improvement District in the Carlyle and/or Eisenhower Valley area.

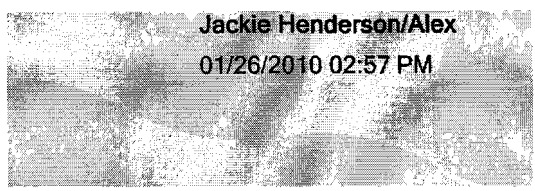
FISCAL IMPACT: If the funds were restored to the Eisenhower Partnership, the \$13,000 in restored funds would originate from the existing \$100,000 in available funding in the Mirant Air Quality Monitoring Station Contingent Reserve which is no longer needed due to the City-Mirant settlement which provided the desired monitoring solution paid for by Mirant. If Council does not restore the Eisenhower Partnership funds, then any remaining funds in the Mirant Air Quality Monitoring Station Contingent Reserve would lapse back to the General Fund at the conclusion of this fiscal year.

STAFF:

Mark Jinks, Deputy City Manager

Bruce Johnson, Chief Financial Officer

13
1-26-10



To Gloria Sitton/Alex@Alex
cc
bcc
Subject Fw: COA Contact Us: Funding for Eisenhower Partership

----- Forwarded by Jackie Henderson/Alex on 01/26/2010 02:57 PM -----



Maria Wasowski
<mariawasowski@comcast.net>

01/26/2010 02:24 PM

Please respond to
Maria Wasowski
<mariawasowski@comcast.net>

To william.euille@alexandriava.gov,
frank.fannon@alexandriava.gov,
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cc

Subject COA Contact Us: Funding for Eisenhower Partership

COA Contact Us: Mayor, Vice Mayor, and Council Members

Time: [Tue Jan 26, 2010 14:24:51] Message ID: [18423]

Issue Type: Mayor, Vice Mayor, and Council Members
First Name: Maria
Last Name: Wasowski
Street Address: 306 Hume Ave
City: Alexandria
State: VA
Zip: 22301
Phone: 703-684-1490
Email Address: mariawasowski@comcast.net

Subject: Funding for Eisenhower Partership
Mayor Euille, Vice Mayor Donley and Council Members,

I'm writing on
behalf of the Del Ray Business Association Board of Directors to address
Docket item 13, funding for the Eisenhower Partnership.
It's very hard
to understand why the Eisenhower Partnership has been singled out to

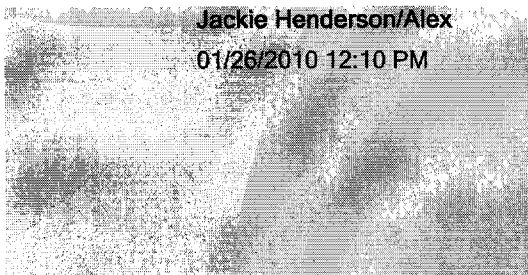
receive funding for staff and office space to do the same marketing, promotion, events, etc. that the Del Ray Business Association does on a volunteer basis. Historically, funding was made available to promote development in the Eisenhower valley but there are now plenty of businesses there, many of them quite large with significant resources.

Comments:

We are very self sufficient in Del Ray and we raise the money ourselves for neighborhood improvement projects. However, we have been asking for the City's help for many years to have adequate lighting installed on Mt. Vernon Avenue and we have been told that there is no money available to help us. Why then, is there money available for the Eisenhower Partnership, only one of the business organizations in the City?

Respectfully,
Maria

Wasowski
Del Ray Business Association



To William Euille/Alex@Alex, KDONLEY@VCBONLINE.COM, kerry.donley@alexandriava.gov, Frank Fannon/Alex@ALEX, Alicia Hughes/Alex@ALEX, council@krupicka.com, Del
cc Michele Evans/Alex@Alex, Jim Hartmann/Alex@Alex, James Banks/Alex@ALEX, Mark Jinks/Alex@Alex, Gloria Sitton/Alex@Alex, Bruce Johnson/Alex@Alex

bcc

Subject Fw: COA Contact Us: Eisenhower Partnership FY2010 Funding - ITEM #13 - 1/26/10

For item #13 on tonight's docket.

----- Forwarded by Jackie Henderson/Alex on 01/26/2010 12:06 PM -----

William Euille/Alex

01/26/2010 12:06 PM

To jackie.henderson@alexandriava.gov

cc mark.jinks@alexandriava.gov

Subject Fw: COA Contact Us: Eisenhower Partnership FY2010 Funding

FYI.
Bill

----- Forwarded by William Euille/Alex on 01/26/2010 12:05 PM -----

Felix Oliver <foliver@eisenhowerpartnership.org>

01/26/2010 12:00 PM

To william.euille@alexandriava.gov

cc

Subject COA Contact Us: Eisenhower Partnership FY2010 Funding

Please respond to
Felix Oliver <foliver@eisenhowerpartnership.org>

COA Contact Us: Mayor William D. Euille

Time: [Tue Jan 26, 2010 12:00:31] Message ID: [18419]

Issue Type: William D. Euille
First Name: Felix
Last Name: Oliver
Street Address: 2034 Eisenhower Ave, Suite 145
Alexandria, VA 22314
City: Alexandria

State: VA

Zip: 22314

Phone: 703-684-5124

Email Address: foliver@eisenhowerpartnership.org

Subject: Eisenhower Partnership FY2010 Funding

Dear Mayor Euille,

I respectfully request that Item #13 (Eisenhower

Public/Private Partnership FY2010 Funding) be removed from the January

Comments: 26th, 2010 docket and scheduled to a later City Council meeting date if

necessary.

Sincerely,

Felix Oliver